



updated 08 / 15 / 2011

DENALI BUSINESS RAILCAR POLICY

Charitable Donation Procedures

The Alaska Railroad Corporation (ARRC) will adhere to the following principles and guidelines when donating use of the *Denali Business Railcar (Denali Car)*.

1. Purpose

The Alaska Railroad Corporation's Denali Business Railcar Policy provides prospective contribution recipients with application guidelines and procedures.

2. Where We Fund

ARRC contributions are awarded to civic and charitable nonprofit organizations in Alaska with an emphasis on organizations based in and/or serving communities located along the railbelt.

3. What We Fund

Contributions are focused on organizations that:

- Enhance educational opportunities (particularly those that increase opportunities for Alaska's youth).
- Improve community quality of life (i.e. social services, health, the arts, land use that benefits community development)
- Promote economic development (i.e. organizations that foster a robust business climate).

4. Donation Stipulations

It is ARRC's policy to donate the use of the *Denali Car* subject to the following stipulations:

- The *Denali Car* will be donated to 501(c)(3) charitable organizations annually for fundraising efforts (capacity building efforts). Organizations must have the ability to raise a recommended \$10,000 through its use with a minimum fundraising goal of \$7,000.
- In addition, the *Denali Car* will be donated to three 501(c)(3) charitable organizations annually for their own business use (i.e., board meetings, team building, stakeholder outreach, strategic planning etc.)
- The *Denali Car* donations may be rotated annually to provide greater access by a variety of charitable organizations
- For 501(c)(6) organizations and charitable organizations that are not awarded a donation, the *Denali Car* will be available at a discounted rate. All non-profit organizations must meet ARRC's criteria for where and what we fund (see sections #2 and #3 on page 1).
- Catering services are not included as part of the donation. If the successful bidder requires catering services aboard the *Denali Car*, the Alaska Railroad's caterer, ESS, must be contracted to cater the event. Use of ESS is not applicable if the successful bidder elects not to use a caterer or plans to bring their own food and beverages onboard the *Denali Car*.
- The donation of the *Denali Car* must be used during the year designated on the certificate.
- The *Denali Car* will be scheduled from May through September on the *Coastal Classic Train*, traveling Anchorage to Girdwood to Seward.

5. Donation Priority

Higher priority will be given to charitable organizations that can meet ARRC's recommended fundraising goal of \$10,000 with a minimum fundraising expectation of \$7,000. Higher priority will also be given to those charitable organizations that use the *Denali Car* to build capacity or leverage additional funding through the donation. Examples include:

- Auctions
- Raffles
- Challenge Grants (i.e. *Denali Car* donated if an organization can increase membership by a certain number or percentage)
- Collaborative efforts (i.e. two or more organizations unite on a project to eliminate duplication and promote sustainability).

6. Procedures

The *Denali Car* policy includes separate procedures for the following donation categories:

- Charitable organizations - 501 (c) (3)
- Civic organizations – 501 (c) (6)

6.01 CHARITABLE ORGANIZATIONS: 501 (C) (3)

Charitable donations of the *Denali Car* are determined by ARRC's Corporate Affairs Department throughout the year. The Alaska Railroad will issue a donation certificate to the charitable recipients.

6.01.a HOW TO APPLY

Charitable organizations interested in requesting a donation should complete a contribution application form, which is attached and also available on line at <http://www.AlaskaRailroad.com/community>

Denali Car applications, inquiries and correspondence should be addressed to: Corporate Affairs Department, Alaska Railroad Corporation, P.O. Box 107500, Anchorage, Alaska 99510-7500. Phone number (907) 265-2498.

6.01.b REPORTING

Charitable organizations are required to complete a donation report form and return it to ARRC within 30 days after the event or project. Once the report is received, the Alaska Railroad will provide instructions to the recipient regarding use and scheduling of the car, catering and other pertinent information. **Charities failing to report will not be considered for future donations.** The report form is attached and also available online at www.AlaskaRailroad.com (click on charitable contributions).

The reporting requirement requests the following information:

- Organization name and mission
- Event or project name, date and purpose
- Donation recipient and contact information
- Donation value (amount raised for the organization)
- How ARRC was recognized for the donation

6.01.c CHARTER RATE FOR 501(C)(3)'S

The *Denali Car* can be chartered at a discounted rate by charitable organizations that are not awarded a donation through the application process and that meet ARRC's donation guidelines. A 30% discount will be applied to the charter rate.

6.02 CIVIC ORGANIZATIONS: 501 (C) (6)

Denali Car use by civic organizations will be determined by ARRC's Corporate Affairs Department throughout the year.

6.02.a HOW TO APPLY

Civic organizations interested in chartering the *Denali Car* at a reduced rate must submit their request in writing to: Corporate Affairs Department, Alaska Railroad Corporation, P.O. Box 107500, Anchorage, Alaska 99510-7500.

The written request must include the proposed event date, event purpose and general information about the organization and its mission. The reduced rate will be offered only to organizations that meet ARRC's donation guidelines.

6.02.b CIVIC NON-PROFIT CHARTER RATE:

A 30% discount will be applied to the charter rate.

7. Marketing and Promotion

ARRC will provide charitable organizations that are granted the *Denali Car* with marketing materials necessary to promote the donation at auctions and other events. These include:

- Display Board complete with Denali Car photos, car description and testimonials
- Photos
- Brochure

8. General Car Description

The *Denali Car* includes dining seating for up to 16 people, sitting area for up to 16 people, outdoor viewing platform, bathroom, bedroom and service galley.

9. Commercial Charters

The *Denali Car* will be available for charter to the general public when not being used for charitable purposes. Rates and scheduling information is available through ARRC's Markets, Sales & Services Department at (907) 265-2447.



DENALI CAR CONTRIBUTION REQUEST FORM

All Applicants are required to read the Corporate Contribution and Denali Car guideline documents before applying. Incomplete applications will not be considered. For a copy of the guidelines, and for more information about the Alaska Railroad's contribution policy, visit www.AlaskaRailroad.com or call (907) 265-2498.

**Please return completed forms to: Alaska Railroad Corporation • Attn: Corporate Affairs
fax (907) 265-2312 • or mail to P.O. Box 107500 • Anchorage, Alaska 99510-7500**

Is Your Organization a Non-Profit? Yes No Tax ID # (required):

If Yes, choose: 501(c)3 Other (describe):

Organization(s):

Mailing Address:

City / Town: State: Zip Code:

Contact Person: Title:

Phone Number: Fax: Email:

Org. Purpose:

Geographic Area Served: # People benefiting from organization:

Annual Operating Budget: A) Operating Revenues: \$ B) Operating Expenses: \$

Attach a detailed budget for the current fiscal year (required)

Has the organization used the Denali Car in previous fund-raisers? Yes No

If Yes, when was it used (indicate specific date)?

Has the organization received an ARRC grant or in-kind donation within the past two (2) years? Yes No

If Yes, briefly describe the grant/donation (i.e., monetary amount, rail tickets, poster or other donation)?

For this application, how would the *Denali Car* be used for fund-raising (i.e. *auction, raffle, etc.*) or business purpose. If used for fund-raising and/or capacity-building, please *

*Attach a separate sheet with a detailed account of how funds will be raised with the *Denali Car* and how proceeds will be used. Include project/event name, date, purpose and a detailed plan for spending the proceeds (required).

Attach material outlined in the Corporate Contribution and Denali Car guideline documents that will help in the decision-making process (important).



DENALI CAR DONATION REPORT FORM

All Recipients of the Denali Car donation are required to complete this form within 30 days after the fund-raising event or project. Once the report is received, the Alaska Railroad will provide instructions regarding Denali Car use, scheduling, catering and other pertinent information.

**Please return completed forms to: Alaska Railroad Corporation • Attn: Corporate Affairs
fax (907) 265-2312 • or mail to P.O. Box 107500 • Anchorage, Alaska 99510-7500**

Organization(s):

Org. Purpose:

Contact Person: Title:

Phone Number: Fax: Email:

Event / Project Title:

Event / Project Date: Event / Project Location:

Event / Project Description and Purpose (fund-raising, awareness, etc.):

If the *Denali Car* was used for fund-raising, did the *Denali Car* sell at your event? Yes No

If sold, how much was raised for your organization? \$

Explain how the Alaska Railroad was recognized for the *Denali Car* donation during the event:

Donation Recipient:

Recipient's Address:

City / Town: State: Zip Code:

Contact Person: Title:

Home Ph: Work: Fax: Email: